



New Bedford Harbor Superfund Site
Fish Smart Campaign



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New Bedford Harbor

- Encompasses 18,000 acre urban estuary
- Added to NPL in '83
- 900,000 cubic yards PCB-contaminated sediment to be removed



Contamination Levels:
How bad is bad?

- PCB Contamination levels: highest 200,000 parts per million
- Put into perspective: Cleanup Standards
 - 1 ppm residential
 - 10 ppm upper harbor subtidal mud flats
 - 25 ppm intertidal recreational
 - 50 ppm harbor

Site Challenges

- PCB-contaminated seafood 40 times higher than Superfund risk thresholds
- Unenforceable fishing ban
- Four impacted municipalities
- Fishing is important to the area
- Lengthy cleanup process

How to Protect Human Health Now?

- Goal:
 - No consumption of New Bedford Harbor Seafood
- How to achieve?
 - With no enforcement mechanisms it comes down to changing human behavior

Changing Human Behavior

- 1st Get People's Attention
- 2nd Inform Them
- 3rd Modify Behavior

Behavior Influences

Children

- Influence adults directly with message about their children
- Influence children and their own actions with direct message to them
- Indirectly influence adults by message directed to children which they in turn bring back to adults

Fish Smart Campaign



Designed to raise people's awareness of health risks from eating PCB contaminated seafood

Targeted Audience

- General Fishing Population
- Women of Child-Bearing Age
- Children

Fish Smart Tools

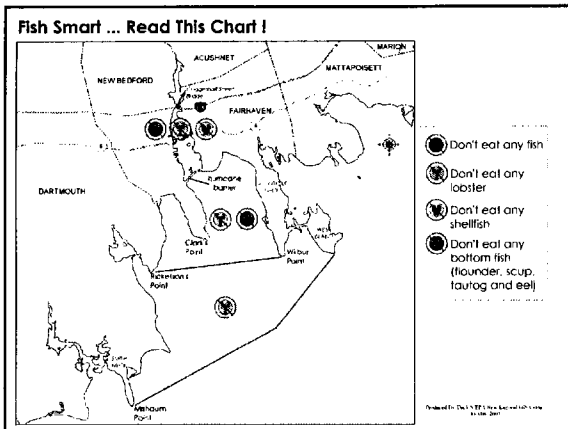
- Fishing Map
- No Fishing Signs
- Posters
- Leaflets
- Dr. Tip Cards
- Tri-lingual Brochure
- Teachers' Curriculum Resource Book

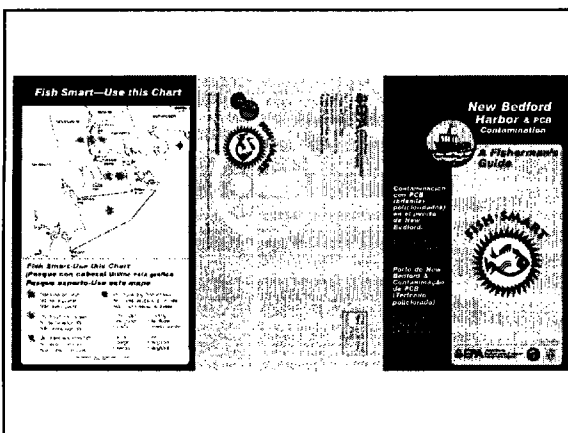
Fish Smart Partners

- State Regulators
- Mass DEP and MA DPH
- Local Partners:
- Educators
 - Environmental groups
 - Medical providers
 - Social service providers
 - Marinas & bait shops

General Fishing Population

- Mass mailing
- Materials at area marinas & bait shops
- Developing a poster for use at marinas & bait shops
- Materials at Immigrants Assistance Center





Women of Child-Bearing Age

- WIC Office
- Medical Grand Rounds
 - Local hospital
 - Area health center
 - Area OB-GYNs

For Mothers and Mothers-to-Be:

Fish Smart—Use this Chart

CAUTION: Do not eat the shellfish or another caught in the areas of New Bedford Harbor (see closed areas map on reverse).

FISH SMART

SEPA

Are your patients at risk from eating fish?

PCB Facts
New Bedford Harbor is heavily contaminated with PCBs. Eating large amounts of fish or shellfish containing PCBs may cause adverse health effects, including liver and kidney disease, neurological development and endocrine system effects, and cancer.

Tips for Patients

- Advise pregnant women, those who may become pregnant, nursing mothers, and young children not to eat seafood caught from New Bedford Harbor (see closed areas map on reverse).
- Advise women of child bearing age that they can safely eat 12 ounces of cooked fish per day from a store or restaurant.

FISH SMART

SEPA

Fish Smart—Use this Chart

Don't eat any fish
Don't eat any lobster
Don't eat any shellfish
Don't eat any bottom fish
- flounder - mummichog - bluefish - sea bass

FISH SMART

SEPA

Children

Two Day Teachers' Training

- Course included: field work, presentations, resource fair, tour of dewatering facility



Teachers' Training



- Call Back Session:
 - Required prepared lesson plans
 - Teachers in small groups developed biomagnification lesson plans

Children

- Educational Opportunities through:
 - SeaLab, New Bedford Whaling Museum, UMASS at Dartmouth, Lloyd Center for the Environment
- Research Vessel: 5 wk course.
 - Will train the trainers

Other Opportunities

- To-Do:

- Bus Station/buses: posters
- Public Housing: posters
- Community centers citywide: posters
- Public Service Announcements all media
- Permanent display at SeaLab
- Engage new partners

New Bedford Harbor Superfund Site



www.epa.gov/ne/nbh/
